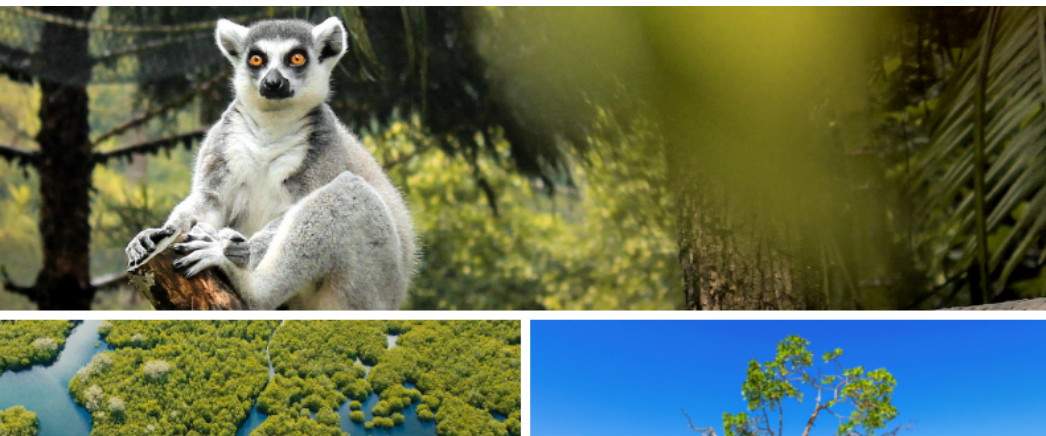


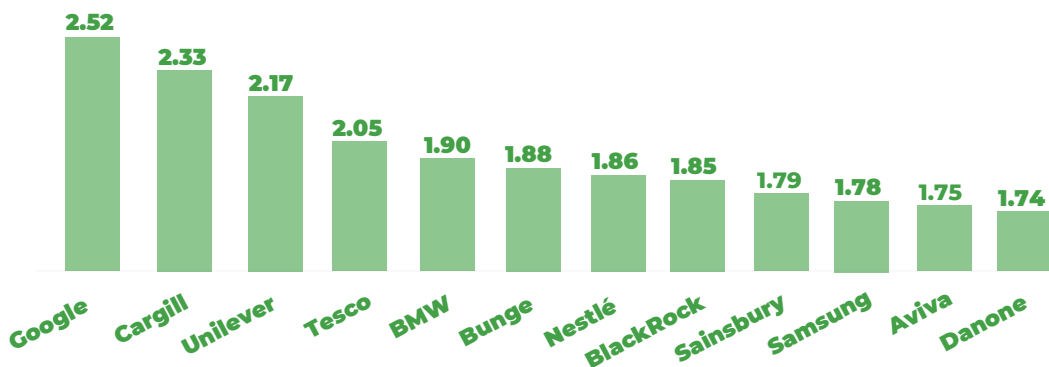
Biodiversity: How Can PR and Comms Help With Preserving Our Nature?

Media Analysis Summary



Companies in the biodiversity debate by influence score

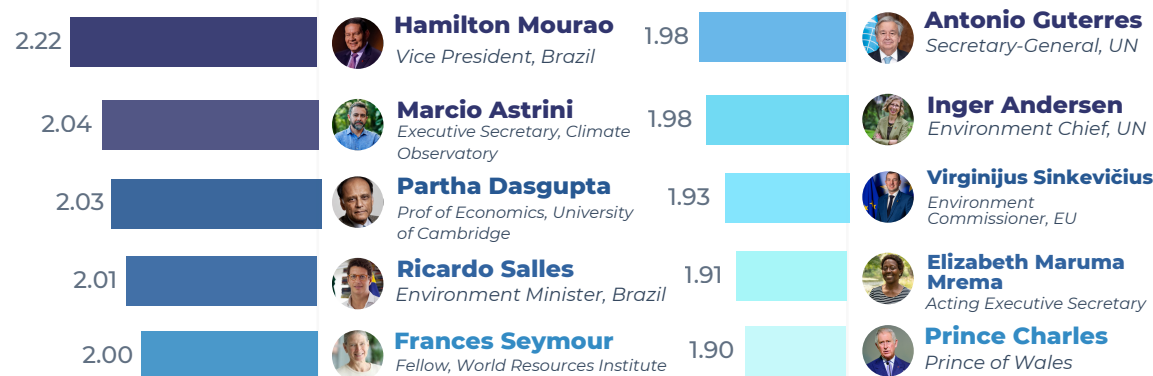
We used Commetric's proprietary 'media conversation impact score' metric to identify the companies with the biggest impact on the media discussion around biodiversity.



Some large companies managed to gain positive media coverage for promoting their biodiversity efforts. Google, BMW, Volvo and Samsung were the first global companies to sign up to a WWF call for a moratorium on deep-sea mining.

Top 10 spokespeople in the biodiversity debate by influence score

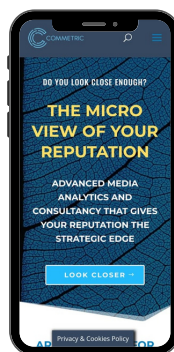
The media's focus on Brazil made Hamilton Mourao, who is leading the Brazilian government's Amazon protection efforts, the most influential spokesperson in the debate.



5 tips on how comms can put biodiversity higher on the global agenda

- Evoke emotions to complement the science
- Highlight the link between the climate and biodiversity crises
- Include people in the biodiversity concept
- Go beyond preserving nature and focus on regeneration

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Read the whole analysis here:

<https://commetric.com/2022/03/09/biodiversity-how-can-pr-and-comms-help-with-preserving-our-nature/>